

Election and Political Campaign Mail 2014

This website is a single, comprehensive source for information about the Postal Service's role in elections. Its purpose is to educate employees on the importance and proper handling of both Official Election mail and Political Campaign mail.

The materials posted here will help ensure that we have consistent processes nationwide, and will enable our employees to speak with one voice during the current 2014 election season. The site includes SOPs, service talks, logos, handouts, presentations, and other tools and resources.

Official Election Mail is any mail piece created by an authorized voting registration official that is mailed to or from a citizen of the United States for the purpose of participating in the voting process including:

- Mail-in ballots
- Ballot materials
- Voter registration cards
- Absentee applications
- Polling place notifications

Free Absentee Ballots are balloting materials, consisting of postcard applications, ballots, voting instructions, and envelopes that may be sent through the mail without prepayment of postage to overseas military personnel and their spouses. Certain other individuals may be eligible. The absentee ballot provisions for mailing without postage are for federal elections including special elections of a federal nature. They are not for local elections. [DMM 703.8.0](#).



Political Campaign Mail is any piece mailed for political campaign purposes by a registered political candidate, a campaign committee, or a committee of a political party to promote political candidates, referendums, or political campaigns

Tag 57 can be used by a registered political candidate, campaign committee or a committee of a political party, Tag 57 can also be used for "political message mailings" from Political Action Committees (PACs), Super-PACs, or other organizations engaging in issue advocacy or voter mobilization.

[Complete Election Mail and Political Mail Definitions](#)

+Official Election Mail resources

- Introduction Letter — [PDF](#) | [RTF](#)
- Tag 191 Fact Sheet — Information and guidelines to help your Election Mail get higher visibility during processing. [PDF](#) | [RTF](#)
- IMb™ Tracing Fact Sheet — A rundown of what IMb Tracing is and how you can benefit. (Revised Dec. 11, 2012) [PDF](#) | [RTF](#)
- Steps to Creating an IMb Fact Sheet — Learn how to create your own IMb to track ballots while in the mail stream and more. [PDF](#) | [RTF](#)
- Special Procedures APO/FPO Fact Sheet — Tips to ensure absentee ballots reach military personnel who are currently overseas. [PDF](#) | [RTF](#)

- Election Mail Fact Sheet — Overview of the many benefits of using mail during the election process. [PDF](#) | [RTF](#)
- User's Guide Brochure Pub 632 — Contains information that election officials must consider before mailing Election Mail. [PDF](#) | [HTML](#)
- Graphic Guidelines & Logo Brochure Pub 631 — Learn proper usage of the Official Election Mail logo for inclusion on mailpieces. [PDF](#) | [HTML](#)
- Election Mail: Tips, Tools, and Tactics for Successful Mailing Presentation. [PPT](#) | [PDF](#)
- [Official Election Mail Logo](#)
- [MDA Customer Application Process Flow for OneCode ACS & IMb Tracing Services](#)
- [Absentee Ballot FAQ's](#)
- Express Mail absentee ballot mailing with [\(Label -11 DOD\) \(Absentee Ballot Flyer\)](#)
- [APO/FPO Ballot Procedures](#)
- [Election Mail FAQs](#)
- Vote-by-Mail Poster. [PDF](#) | [RTF](#)
- [Mail Security](#)

Creating Election Mail

Learn more about planning, addressing, and designing election mail.

Step 1. Planning Election Mail: Determine which mail service to use and the best way to get return mail.

Step 2. Addressing Election Mail: Ensure election mail is addressed properly and your lists are up-to-date.

Step 3. Designing Election Mail: Design your mailpiece and business reply return envelopes to USPS standards.

[Learn more about creating election mail](#)

Registrar of Voters Guide to Standard Mail NonProfit Rate Mailpiece Design and Acceptance Criteria

Process for Determining Standard Mail Eligibility

[Get Adobe Acrobat](#)

Voter Registration, Polling and Absentee Ballots on Postal Property, POM 171

+Other resources

- [Election Center](#)
- [Federal Voting Assistance Program](#)
- [National Association of Secretaries of State](#)
- [National Association of State Election Directors](#)
- [Mailpiece Design Analyst Lookup Tool](#)

+Political Campaign Mail resources

- [Political Mail Testimonial \(YouTube video\)](#)
- [Political Mail "Mailbox to the Ballot Box" \(YouTube video\)](#)
- [Standard Operating Procedures for Political/Election Mail](#)
- [Political Campaign Mailing Procedure, POM 492](#)
- [Nonprofit Qualified Political Committees and State or Local Voting Registration Officials, DMM 703.1.3](#)
- [Political Campaign Mail](#)
- [Political Mail FAQs](#)

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